

## Email Marketing – The Rules – SearchPath Internet Marketing

Have you ever run an email marketing campaign?

If you have you will know the undoubted benefits of this marketing medium. Either way, even if you are new to the subject or have had mixed results in the past, read on ...

In our opinion, these are the basic rules you need to follow when you run an e-mail campaign. The creative part is up to you (do make it interesting though), but if you follow these guidelines then your campaign will have a good chance of being a success.

### The Rules:

1. Ensure your e-mail recipients have opted in to your list i.e. they want and expect your mail.
2. Know what your audience wants/likes and send them a mail about it.
3. Make sure your mail is delivered correctly and in the correct format i.e. not too big, no big (or any) attachments, in the requested format i.e. HTML or plain text (or both if you use MIME), etc.
4. Get your mail opened. Make your subject stand out in their mail box.
5. Get read and get clicked. Ensure your text is geared toward creating a "want to read on" effect and then make sure the next part of the article is a link to your site.
6. Once you have them on your site make the most of it i.e. make it easy, attractive, beneficial, etc. for them to do what you want them to do.

That's it! Follow the rules and you will turn your e-mail marketing campaigns into what they should be - the best and most cost effective form of marketing there is.

P.S. there is a final rule - ensure you can track your campaign i.e. how many mails were opened, how many clicks there were, how many got delivered, etc. This will ensure that you can constantly refine your campaigns and make each one better than the last.

P.P.S. lastly, do make sure that the opt out process is painless and easy. You can add functionality to the e-mail administration side of things by adding "e-mail to a friend", "sign up to another interest category", etc. This will make the options available not just a negative i.e. only the opt out.

Please Contact SearchPath if you need further help with your email marketing, Internet marketing or search engine optimisation.